

**COURSE SYLLABUS FORMAT**  
Southeast Missouri State University

Department of                     Communication                    

Course No. MC 430

Title of Course: Strategic Communication Issues

Revision                     

New     XXX    

**I. Catalog Description and Credit Hours of Course:**

A 1-3 hour credit course designed to provide in-depth experiential learning in specific career fields in communication (i.e., public relations agency, not-for-profit, trade associations, and others) and specific career skills areas within these fields (Web maintenance, media relations, graphic design, etc.). Students may take multiple sections as long as content area is not repeated up to a cumulative total of 9 hours.

**II. Prerequisite (s):**

Senior Standing and admission to the Mass Communication degree program or permission of departmental chairperson.

**III. Purposes or Objective of the Course:**

To acquaint students with the in-depth treatment of specific practices, strategies or issues in strategic communication. Courses are taught by instructors with specific areas of expertise, including Southeast faculty, visiting faculty, or visiting professionals.

**IV. Expectations of Students:**

- A. To attend all class sessions.
- B. Complete all assignments.

**V. Course Content or Outline (Indicate number of class hours per unit or section):**

Course content varies with topics and instructors. A 1-credit course requires completion of 16 academic hours; a 2-credit course requires completion of 32 hours, and a 3-credit course requires completion of 48 academic hours.

**VI. Textbook(s) and/or Other Required Materials or Equipment:**

- A. To be determined by the instructor.

**VII. Basis for Student Evaluation:**

- A. Class participation.
- B. Assignments to be determined by the instructor.
- C. Final Exam or final project.